

✓ Ford Educational Weekly 157- One Reel

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MAY 21 1919

✓ WHEN BLACK IS "READ" - The Story of a Modern Newspaper
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Extra! Extra!
All about the
Ball Game ,

Simple isn't it?
A few minutes after
the last ball is pitched,
the complete story of
the game is sold on the street.

Fire! Fire!
Big Down Town Blaze!
And hardly before the
fire bells have stopped
ringing, the story is on the street.

And how do they do it?
We'll show you - - -
The reporter leaves the
fire and telephones his
story to the Paper - - -

The Copy is prepared
by the Editorial Department.

And delivered to
the "Linotypers."

A wonderful machine is the
Linotype - - -
the operator manipulates a
keyboard similar to a typewriter
and the machine does the rest.

Now the next step is the making
of a Matrix - - -
A stiff cardboard impression of
the type cast by the Linotypes.

And from the Matrix, the
cylindrical plates are cast from
which the paper is printed.

Then the plates are attached to
big steel cylinders and we're
ready to "go to press"

Maybe you've wondered how the "News"
came out so quickly, Well this will
tell the story for here you see a
battery of presses delivering 432,000
Newspapers each hour.

Every 24 hours, the big presses
consume a half a ton of ink.

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75 tons of paper, each roll
weighing 15,000 lbs. and six
miles in length are used every day.

Cut---Folded and Counted
faster and more accurately than
could be done by hand.

And conveyor systems
carry the paper from press
to truck.

Than the American Newsboy, there's
not a liver wire on earth. So while
he's waiting for the base ball edition
he "limbers" up - - - .

And Your Old friends
"Mutt and Jeff" and the "Katzenjammer Kids"
are born in the midst of this mighty
mass of flying gears - - the color press.

If anything the newspaperman is
versatile, so when he needs a little
recreation - - - why a game
of tennis on the roof.

Yes man, we'll try and find
your dog - - Our
want ads. never fail.
Where did you lose him?!;?! ?

Seasons Come and Seasons Go
But the News goes on forever.

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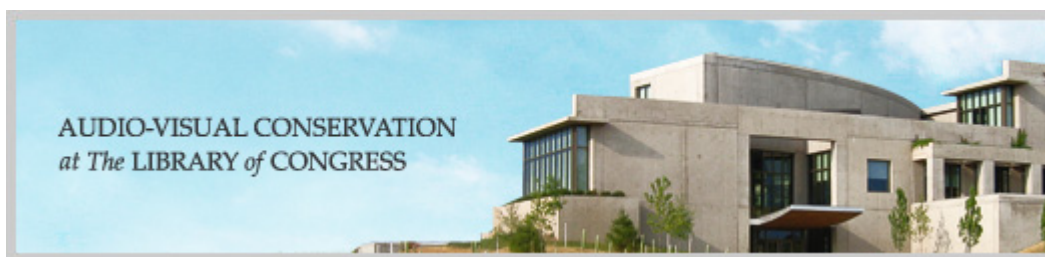
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